



Approved Audits/Applications  
Committee 9/19/08

Approval Requested:

XXX      Final

Preliminary

ORGANIZATION NAME.....Flathead CVB  
PROJECT NAME.....Seattle Times On-line Travel Newsletter  
APPLICATION COMPLETED BY .....Dori Muehlhof, Executive Director  
DATE SUBMITTED .....October 16, 2008

#### **Project Overview**

The Flathead CVB would like to request **final approval** from our Internet Marketing Budget to advertise in the SeattleTimes.com Travel E-Mail newsletter, for a 3-week campaign in Sept/Oct (Tentatively 9/28-10/5, subject to availability). The message will be a fall/early winter visitation.

Montana's Flathead Valley will reach over 13,500 users each week enrolled to receive travel related information from SeattleTimes.com. Montana currently ranks in the top ten favorite destinations that Western Washington adults visit.

#### **Project Objectives**

1. Increase inquiries to the call center by 5% over FY'07.
2. Increase use of the web site by 10% over FY'07
3. Increase lodging occupancy, thus Bed Tax Collections within Kalispell by 1% over FY'07
4. Increase lodging occupancy, thus Bed Tax Collections within Flathead County & Lake County by 1% over FY'07

*These objectives support the following marketing goals:*

- *Increase awareness of the Flathead Valley as a year-round destination.*
- *Increase visitation & length of stay among resident and non-resident travelers.*
- *Increase return visitation.*

#### **Support of the FCVB Marketing Plan**

This opportunity targets active travelers from our primary target market, Washington State. It expands our use of the internet to reach this market and is trackable. The goal of the campaign is to increase exposure of Montana's Flathead Valley through web visits and travel guide requests.

#### **Support the Travel Montana Strategic Plan - YES**

This project meets the following objectives:

- A.3.1: Assess Potential for Local/Regional Packages, & Coordinate Suppliers
- A.3.2: Promote Off-Peak Weekend Getaway Packages/Events to "Nearby" Markets
- A.3.3: Capture More Pass-Through Travelers with Mini-Packages
- A.5.1: Refine Montana's Niche in the Destination Ski Market & Snowmobile Markets
- A.5.2: Package Skiing & Snowmobiling with Other Activities
- A.5.3: Expand "Alternative" Winter Activities
- A.6.3: Use Local Historical/Cultural Attractions to Enhance Venue Offerings

#### **Method of Project Evaluation**

Quantifiable lead generation  
Web Link Traffic

#### **Budget**

SeattleTimes.com Travel E-Newsletter ..... \$840 (Internet Advertising Budget)

**Total Budget**

**\$840**

#### **Flathead Convention & Visitor Bureau**

15 Depot Park, Kalispell, MT 59901 Phone: 406-756-9091 Fax: 406-257-2500

[fcvb@fcvb.org](mailto:fcvb@fcvb.org) [www.montanafatheadvalley.com](http://www.montanafatheadvalley.com)